### 815 Slaters Lane Natl Med. Res. Planning&PlacementRepublican National Comm-Rnc/ Issue Issue 2

**Submission Number 215** 

Alexandra VA 22314





WNCN-TV 1205 Front St. Raleigh, NC 27609

### PHONE (919) 836-1717 FAX (919) 836-1747

?	Busines			No	Associated Copies: No
	Business Type:	Political	Contract type:	06254210	Est./PO Number:
lef: 06254210	Order R	4	Weeks:	0//23/12 to 08/16/12	
ep: HRP Washington, DC	Sales Rep:	20 /442 /2889	Client/Product/Estimate:	1.	
gn Ref: E:120726006	Campaign Ref	91650	Submission Cost:	Rnd Issue	Client:

Product: Demographic:	Rnc (L) Household		Booking Group: WNCN Order:	ZI					Key Market:	
Ref	Sales Product Details	Rev Type	Rate	Spot	_		07/23	07/23 07/30	_	07/30
	M-F 7a Today Show	03	650		$\Box$	Nor of Spots	Nbr of Spots		->	->
:	ָּדְי ייי			Comme						
S	Sat 7a Today Show	22	250	50 30	- 1	Nbr of Spots	Nbr of Spots	Nbr of Spots 2		
<u> </u>	S.			Comme	ø					
ω S	Sun 6p News	02	350	50 30	Ì	Nbr of Spots	Nbr of Spots 1	Spots	Spots 1	Spots 1
:	· · ·		_	Comme	æ	æ	ē	ē	ē	TO TO
4	M-F 7a Today Show	03	650	50 30		Nbr of Spots	Nbr of Spots	Nbr of Spots 4	Spots	Spots 4
~	MI VVI			Camme	w					
6	Olympics Summer Prime	04	5500	30		Nbr of Spots	Nbr of Spats	Nbr of Spots 2	Spots	Spats 2
N	MIVI			Солтте	€D					
6	M-F 7a Today Show	03	650	50, 30		Nor of Spots	Nor of Spots	Nbr of Spots	Nor of Spots	Spots
-	7			Comme	me	me	me	me	me	ime
7 0	Olympics Summer Late Night	03	500	30		Nbr of Spots	Nbr o	Nbr of Spots	Nbr of Spots	Nbr of Spots
				Comme	me	me	me	me	me	me
 O	Olympics Summer Late Night	03	500	30	-	Nbr of Spots	Nbr of Spots	Nbr of Spots 2	Spots	Spots
:	F00		-	Comme	æ	co.	e	e.	0	0
9 M	M-Su Late News Post Premium Event	01	1300	30		Nbr of Spots	Nbr of Spots 2	Spots	Spots 2	Spots 2
			Weekly Totals: Total Spots(Ord Spots)	ots(Ord Spo	3	rte)		45	3	12 26 15

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PHONE (919) 836-1717 FAX (919) 836-1747

20 /442 /2889 91650 Sales Rep: Campaign Ref: HRP Washington, DC 06254210 E:120726006

Buyer:

Client:

Republican National Comm-Rnc/ Issue

Client/Product/Estimate:

Submission Cost:

Order Ref:

Schedule Dates:

06254210 07/23/12 to 08/16/12

Est./Po	Est./PO Number: 06254210 Associated Copies: No		Contract type:		:	Political		Business Type: Business Category:	Type: Category:	POLITICAL Transactional	nal
Ref	Sales Product Details	Rev Type	77	Rate	Spot Type		07/23	07/30	08/06	08/13	Total
	FSS				Comme						
11	Olympics Summer Prime	04		5500	30	Nbr of Spots		11			
	FSS				Comme						
12	Olympics Summer Open	ය		10000	30	Nbr of Spots					<u> </u>
	F 19:30:0024:00:00			j	Comme						
13	Olympics Summer Daytime WKND Sat	04		2000	30	Nbr of Spots	ယ	ယ			6
	· cc				Comme						
14	Olympics Summer Daytime WKND Sun	2		2000,	30	Nbr of Spots	ယ	ω			6
					Comme						
ú	Olympics Summer Late Night	03		500	30	Nbr of Spots		12	2		4
	MI WI				Comme						
कं	M-Su Late News Post Premium Event	Ö.	ļ	1300	30	Nbr of Spots		2	2		4
	MIWI				Comme						
17	M-Su Late News Post Premium Event	01		1300	છ	Nbr of Spots			1		
	-				Comme						
18	Olympics Summer Prime	04		5500	36	Nbr of Spots					
	MIWI				Comme						
19	M-F 7a Today Show	os.		650	30	Nbr of Spets			***		
	=				Comme						
20	M-F 9a Today Show II	03		300	ઝ	Nbr of Spots			1		, <b>.</b>
	1				Comme						
			Weekly Totals: Total Spots(Ord Spots)	Total Spots	(Ord Spots)		12	26	15		53

# Natl Med. Res. Planning&PlacementRepublican National Comm-Rnc/ Issue

815 Slaters Lane

Submission Number 215 Issue 2





Alexandra VA 22314

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PHONE (919) 836-1717 FAX (919) 836-1747

Orig

			21	Ref	Client: Buyer: Schedu Est/PC Associ
			21 M-F 530a News	Ref Sales Product Details	Client: Rep Buyer: Rnn Schedule Dates: 07/ Est./PO Number: 062 Associated Copies: No
			VS	t Details	Republican National Comm- Rnc/ Issue 07/23/12 to 08/16/12 06254210 No
			03	Rev Type	7-
	Weeki		_		Submission Cost: Client/Product/Est Weeks: Contract type:
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Weekly Totals: Total Spots(Ord Spots)		150	Rate	Submission Cost: Client/Product/Estimate: Weeks: Contract type:
(a) a a abara)	ts(Ord Spots)	Comme	30	Spot Type	20
			Nbr of Spats		91650 20 /442 /2889 4 Political
	17			07/23	
	26			07/30	Campaign Ref: Sales Rep: Order Ref: Business Type: Business Categ
-	151		_	08/06	Campaign Ref: E:120726006 Sales Rep: HRP Washing Order Ref: 06254210 Business Type: POLITICAL Business Category: Transactional
				08/13 Total	E:120726006 HRP Washing 06254210 POLITICAL Transactional
8	4.7			Total	E:120726006 HRP Washington, DC 06254210 POLITICAL Transactional
				اما	

Cost	Spots	-	1	
91650	53	Totals		1
26100		07/23	Month 7 Weeks: 5	Galio Idais
45300	26	07/30		
20250	15	08/06	Month 8 Weeks: 4	
0.	0	08/13		

			Grand Totals:
Net Total:	Commission:	Gross Total:	Spots:
77,902.50	13,747.50	91,650.00	53

REP HEADLINE# 6254210 TRF# E:120726 \$\$\$ MOD# 0: APPROVED REV #1 \$\$\$ REP: TEL# 703-516-9399 CREDIT ADVISORY: AGEN ORDER WORKSHEET

AGENCY CREDIT RISK !!!
HARRIS REPORT TECH

AUG9/12 12.50
\*\*\* WNCN-TV \*\*\*

YOM ADV CITY TAX FLIGHT DATES ORDER PRDCT # RNC JUL27/12 AGY NAME ADV. STATE NAME TAX NAT'L MEDIA RESEARCH ISS/RNC AUGIO/12 ALEXANDRIA, 815 SLATERS EST#2889 CONTRACT WK-3 COMMENTS: # LANE VA 22314 6254210 GO-OP PLANNING (LINE, BILLING NEEDED ORDER, PLAC INVOICE) CLASS: NATL. SALES PRSN WA-BUYER NAME REP.# BEN ANGLE OFF.# MICK NESCI LOCAL DATE REGIONAL SALESMAN # AUG9/12 (H) 12.50

REP:

TTL SAME OVERALL REVISION
LINES ADDED FOR \$1,100 CREDITED ON PREVIOUS HEADLINE

PLS CNF

THANKS, MICK

STA:

CON N SIHT H (3 A CASH IN ADVANCE SCHEDULE

REPUBLICAN NATIONAL COMMITTEE

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL TOTAL SPOTS

G G

91650.00

REP HEADLINE# 6254210 TRF# E:120726 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENORDER WORKSHEET

AGENCY CREDIT RISK !!!
HARRIS REPORT FO FAX# 703-516-9680

REPORT FROM REP
\*\*CHANGES\*\* AUG9/12 12.28
\*\*\* WNCN-TV \*\*\*

#

AGY ADV FLIGHT DATES PRUCT ORDER # # RNC JUL27/12 ADV. AGY. NAME NAME NAT'L MEDIA RESEARCH PLANNING ISS/RNC AUG10/12 ALEXANDRIA, 815 SLATERS EST#2889 CONTRACT WK-3 COMMENTS: # LANE VA 6254210 22314 (LINE, ORDER, PLAC INVOICE) CLASS: NATL. SALES PRSN WA-BUYER NAME BEN ANGLE 兄田5.# O 되면 \_ # MICK NESCI LOCAL REGIONAL SALESMAN (H)

CITY TAX STATE TAX CO-OP

BILLING NEEDED DATE AUG9/12

12.28

PLS CNE TTL SAME OVERALL LINES ADDED FOR \$1,100 CREDITED ON PREVIOUS HEADLINE REVISION THANKS, MICK

STA:

**公田兄**:

CON CM \*\*\*\* THIS K) Þ CASH IN ADVANCE SCHEDULE \*\*\*\*

REPUBLICAN NATIONAL COMMITTEE

PROGRAM : EARLY MORNING	19 A 530A-600A 30	PROGRAM : TODAY SHOW 2	18 A 900A-1000A 30	PROGRAM : TODAY SHOW	17 A 700A-900A 30	AGENCY ADVERTISER CODE = 20 AGENCY PRODUCT CODE = 442	:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : :LINE#: :
	\$150.00		\$300.00		\$650.00	AGENCY EST# = 2889	: RATE
	8/10		8/10		8/10	2889	: START : DATE
	8/10		8/10		01/8		: END
	н		ı		μ		: SPTS: WEEK
	FRI		FRI		FRI		WEEK : DAYS
	L		٢		٢		: TOTL:

REP HEADLINE# 6254210 TRF# E:120726 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENORDER WORKSHEET

AGENCY CREDIT RISK !!!
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
\*\*CHANGES\*\* \*\*\* WNCN-TV \*\*\*

JUL/12 :LINE#:REP :LINE#: : 26100.00 TIME PERIOD AUG/12 65550.00 LGTH : O E .. .. RATE START DATE : SPTS: WEEK : CONTRACT TOTAL TOTAL SPOTS DAYS 91650.00 STYS: (J) (J)

ESTIMATED SHARES MARKET TOTALS \$258,714 WNCN 35% WRAL 9% WIVD 46% WRAZ 10% WRDC 0% WLFL 0% CABL 0%

BOOKS - JUL/11

SVC- NSI BOOK DEMOS- RA35-64\*

MOD CODE A-ADD P-CLASS, PLAN, SECT EGAL ADE-E Q-PAID PGM C-CANCELLED DE-DELETE E-EFF DATES R-RATE S-SPOTS PER WEEK H-TIME X-LATE L-LENGTH M-MAKEGOOD N-PROGRAM NAME Y-DAYS Z-COMMENTS TTAILION \* \*

REP HEADLINE# 6254210 \$\$\$ APPROVED ORIGINAL APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM STATION . JUL26/12 10.0

REP: NEW ORDER	CITY TAX	FLIGHT DATES JUL27/12	PRDCT RNC	ORDER #			AGY #	ADV #
0 ® 50X	r S	127/12					AGY.	ADV.
×	STATE TAX	10					NAME	NAME
	CO-OP BILLING	AUG16/12 WK-3	EST#2889 COMMENTS: (LINE, ORDER,	CONTRACT # 6254210	ALEXANDRIA, VA 22314	815 SLATERS LANE	NAT'L MEDIA RESEARCH PLANNING PLAC	ADV. NAME ISS/RNC
	NEEDED		н				PLAC	
			NVOICE)	CLASS: NATL.	İ	SALES PRSN WA-	BUYER NAME BEN ANGLE	REP.#
1	DATE			LOCAL R		MICK NESCI (H)	ANGLE	OFF.#
	DATE JUL26/12 10.09			REGIONAL		(H)		SALESMAN #

PLS CFM
THANKS, MIKE FOR MICK

CON CM

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

CONTRACT TOTAL 90550.00
TOTAL SPOTS 50

\*\*\* ORIGINAL REV#0 \*\*\*

ORDER WORKSHEET REP: TEL# 703-516-9399 CREDIT ADVISORY: AGEN

AGENCY CREDIT RISK !!! REP.# HARRIS REPORT FROM REP 〇月月 - # JUL25/12 18.5

AGY ADV CITY TAX FLIGHT DATES JUL27/12 ORDER # # RNC AGY. NAME NAT'L MEDIA ADV. NAME STATE TAX AUG16/12 WK-3 ALEXANDRIA, ISS/RNC 815 SLATERS LANE EST#2889 COMMENTS: CONTRACT # RESEARCH PLANNING VA 22314 6254210 CO-OF BILLING NEEDED (LINE, ORDER, PLAC INVOICE) CLASS: NATL. BUYER NAME BEN ANGLE SALES PRSN WA-MICK NESCI LOCAL DATE REGIONAL SALESMAN # JUL25/12 (H)

STA N N N ORDER 90550 @ 50X

18.58

R.田子:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

THANKS, MIKE FOR MICK

CHM

REPUBLICAN NATIONAL COMMITTEE

PROGRAM : OLYMPICS LF RA35-64 : 2.3 CON COM1: OLYMPICS LF	2 1235A-135A	2 1235A-135A	PROGRAM : TODAY SHW LONDON RA35-64 : 2.6 CON COM1: TODAY SHW LONDON	1 700A-900A	AGENCY ADVERTISER CODE = 20 AGENCY PRODUCT CODE = 442	:LINE#:REP :CD: TIME PERIOD	
	30	3 0	ONDON	30	CODE = 20 E = 442	: LGTH : SEC	-
	\$500.00	\$500.00		\$650.00	AGENCY EST#	C: RATE	
	8/3	7/27		7/27	2889	: START	
	8/5	7/29		8/3		: END : DATE	
	N	Ь		н		END :SPTS: WEEK	
	五57 - 五	편 - &C		FRI		WEEK : DAYS	
	N	۲		N	,	:TOTL:	

226

## REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP

			37							: LINE
PROGRAM : RA35-64 : CON COM1:	PROGRAM : RA35~64 : CON COM1:	B PROGRAM : RA35-64 : CON COM1:	PROGRAM : RA35-64 : CON COM1:	PROGRAM : RA35-64 : CON COM1:	PROGRAM: RA35-64: CON COM1:		PROGRAM : RA35-64 : CON COM1:	RA35-64 : CON COM1:	3	:LINE#:REP :CD:
TODAY SHW	600P-630P  NBC-17 NEWS-6  1.7  NBC-17 NEWS-6	500A-600P  OLYMPICS WK  6.1  OLYMPICS WK	700A-900A SATURDAY TODAY 1.5 SATURDAY TODAY	OLYMPICS WK	OLYMPICS O/C 15.1 OLYMPICS O/C	730F-1200M	OLYMPICS PT	LN AFTR	1200M-1235	TIME PERIOD
TONDON 30	6	3 0	30 AY		w o	30		SCIEMATO OFFENETCS	30	: LGTH
										 公 民 〇 
\$650.00	\$350.00	\$2,000.00	\$250.00			10000.00		₩ 切 , u 0 0 0	\$1,300.00	RATE
7/30	7/29	7/29	7/28	Ala	3 / ) ) )	7/27		7/27	7/27	: START
8/9	8/5	8/5	8/4	1-3 mc 8/4	0	7/27		a / 5	8/5	END :
44	Н	ω	Ь	(	J	Ч		Ь	N	:SPTS:
M - TH	SUN	SUN	SAT	Ç	) } ]	FRI		다 5 1 1	F-SU	WEEK : I
œ	N	O)	N	σ						DAYS : TOTL:
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REP HEADLINE# 6254210
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP .

JUL/12												: LINE#:REP
31850.00	PROGRAM :	1 5	PROGRAM : CON COM1:	14 4	PROGRAM : RA35-64 : CON COM1:	1.3	PROGRAM: RA35-64: CON COM1:	12	PROGRAM: RA35-64: CON COM1:	11	11	REP : CD: LINE#: :
	F.N F.N F.N	1200M-1235A	TODAY	700A-900A	: OLYMPICS : 14.0 : OLYMPICS	700P-1200M	: LN AFTR : 4.9 L: LN AFTR	1200M-1235A	: OLYMPICS	1235A-135A	1235A-135A	O: TIME
AUG/12	AFTR OLYMPICS	1235A	SHOW	ADO	LA SOIC	MOOS	TTR OLYMPICS	1235A	SICS LF	135A	135A	PERIOD
58700.00	SULA	30	LONDON	3 0		30	SOLA	3 0		30	30	: LGTH
												SEC :
		\$1,300.00		\$650.00		\$5,500.00		\$1,300.00		\$500.00	\$500.00	RATE
		8/10		8/10		7/30		7/30		8/6	7/30	: START : DATE
		8		8/		8/9		8/9		8/9	8	ART :
		8/10		8/10		9		9		9	8/2	END :
CONT		Н		H		N		Ŋ		N	2	SPTS: W
CONTRACT TO		FR.I		FRI		M		Μ.		<b>Z</b>	- M	WEEK :
TOTAL 91 SPOTS		H		ř		M-TH		M-TH		H.L M	M-TH	DAYS
90550.00		ר		٢		4,		4		N	2	:TOTL:

MARKET TOTALS \$258,714 ESTIMATED SHARES WNCN 35% WRAL 9% WIVD 46% WRAZ 10% WRDC 0% WLFL 0% CABL 0%

SVC- NS1 BOOKS- JUL/11 DEMOS- RA35-64\*

#### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

I. Jon Ferrell do hereby reque	st station time continual Committee-	)E	wing issue:		7/25/12
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedulc	See Schedule
Total Charg				\$ 41,6	92.50
Does the pr	ogramming ( lating to any	in whole or	în part) c	ommunicate	"a tance?"

importance," list the name of	unicates a message relating to a the legally qualified candidate(s date(s) of the election(s) (if ap	s) the programming refers to, the
Barack Obama; President; 11-6	j <b>-2</b> 012	
For programming that "comm importance," attach Agreed U	unicates a message relating to a pon Schedule (Page 3)	ny political matter of national
I represent that the payment for	or the above described broadcas	t time has been furnished by:
Republican National Committe Anthony W. Parker, Treasurer	e- IE	
and you are authorized to anno furnishing the payment, if other	ounce the time as paid for by suc or than an individual person, is:	ch person or entity. The entity
a corporation; a con	nmittee; 🗌 an association; 🗆	or other unincorporated group.
The names, offices, and addresagents of the entity are named	sses of the chief executive offic below (may be attached separat	ers, directors, and/or authorized tely):
THIS STATION DOES NOT I		DISCRIMINATION ON THE BASI RTISING.
I agree to indemnify and hold ha reasonable attorney's fees, that madvertisement(s). For the above transcript, or tape, which will be	ay ensue from the broadcast of -stated broadcast(s), I also ago to delivered to the station at le	the above-requested ree to prepare a script,
before the time of the scheduled	l broadcasts.	
TO BE SI	GNED BY ISSUE AD	VERTISER
7-12-12 (m	L Level	703-683-4877
Date	Signature	Contact Phone Number
TO BE SIG	NED BY STATION R	EPRESENTATIVE
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title